

Social Listening

User Guide

 Reputation
2024

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Social Listening Overview

Improve customer experience with advanced Artificial Intelligence (AI) and deep analytics.

Social listening refers to the process of monitoring social and digital channels for mentions of your brand, competitors, and other related keywords. Utilize real-time, actionable data to transform your understanding of brand sentiment and brand reach, as well as how you engage with customers.

The top three use cases we see from customers who use social listening are brand monitoring, competitive intelligence, and crisis management.

Brand Monitoring



After implementing social listening, you'll gain a precise understanding of customer sentiment towards your brand's behavior online.

For example, not only can you monitor how customers regard your brand during a new product launch, event announcement, crisis, etc., but also you can learn how effective your posts, responses, PR, and actions are in various situations.

Competitive Insight



Social listening can easily enable you to check out competitors' campaigns and see what their customers like or dislike about them. Monitoring the successes and failures of your competition ensures that you aren't measuring your business's own performance in a silo.

Analyzing the number of times your competitors are mentioned online, the sentiments of their mentions, and audience demographic will provide the insights that allow you to optimize your own campaigns to produce even better results.

Crisis Management



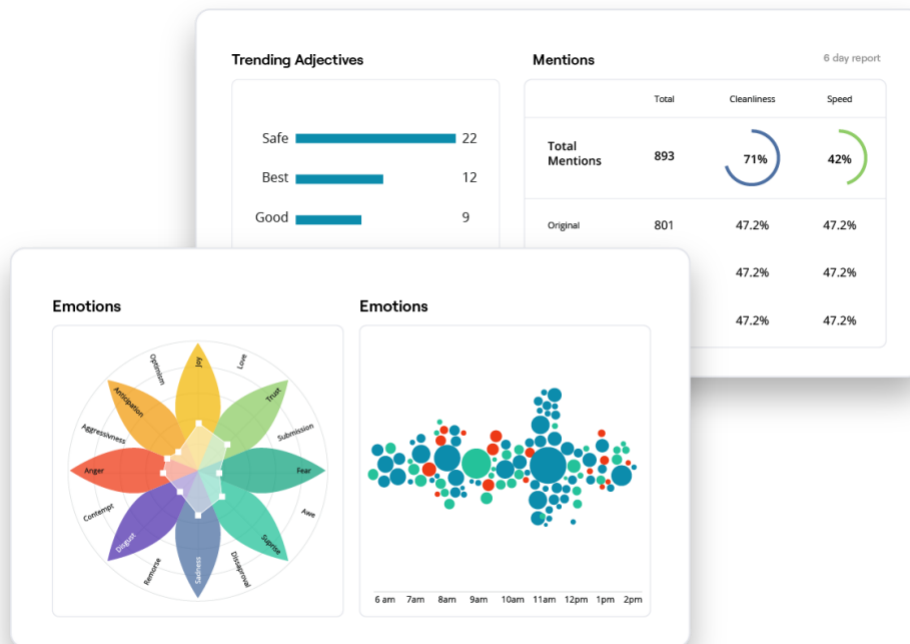
Social listening allows you to follow and respond to what's happening in real time and the sentiment around it. More importantly, you can get ahead of a crisis before it happens.

These tools will enable you to improve reaction time and deploy service recovery measures. Those actions may include showing empathy to a disgruntled customer or delivering the necessary post-mortem communication after the crisis has been solved.

Launch Social Listening

To launch your social listening strategy:

- 1. Create Monitors** – Create monitors to listen to online conversations about your brand, industry, and competitors. Use keywords, languages, locations, and more to build specific rules for monitoring.
- 2. Explore Mentions** – Discover trends and insights in your monitors by segmenting and visualizing your data in countless ways. Add your discoveries to a dashboard or share them with a link.
- 3. Configure Dashboards** – Choose from hundreds of unique visualizations and data sets to create compelling dashboards that tell the story around your monitored topics.
- 4. Schedule Reports** – Turn the dashboards you've created into reports to be emailed to executive teams and shared in PDF format. Configure automated reports to be generated daily, weekly, monthly, etc.



Creating Monitors

Drive brand conversation, improve customer engagement, leverage influencers, and provide crisis management to enhance the overall customer journey.

Building a New Monitor

1. From the **Listening** tab, click **Monitors**.
2. Click **Create Monitor**.

ALL MONITORS					
	NAME	TYPE	CREATED BY	CREATED ON	LAST USED
<input type="checkbox"/>	● Reputation	brand	TD	May 31, 2022	Feb 17, 2023

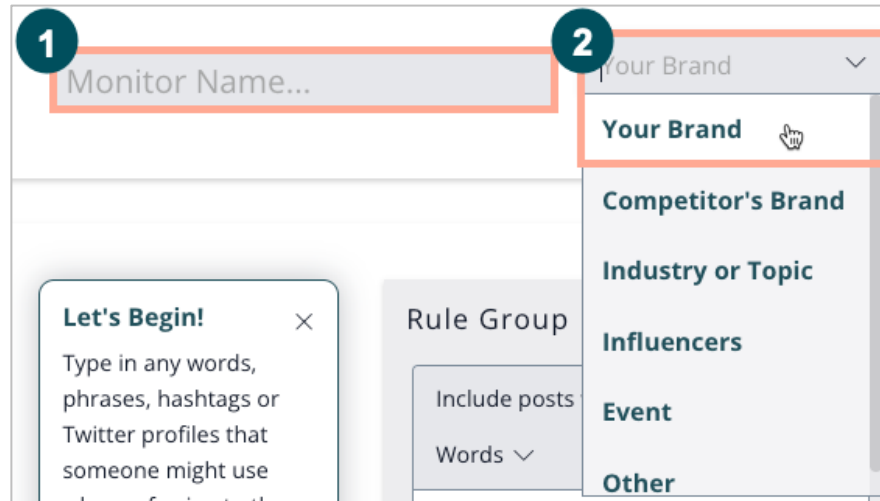
3. Select what you would like to monitor from the options listed in the platform for a more guided approach to the setup process. For this example, we are monitoring the brand.

What would you like to monitor?

In order to help you create the most out of social listening, we'll need to know a little more about the topic you want to monitor. Choose from the options below and we can help guide you through the monitor setup process.

<p>Your Brand</p> <p>Identify who is mentioning your brand and how it is being perceived.</p>	<p>Competitor's Brand</p> <p>Identify your competitor's strengths and weaknesses.</p>
<p>Industry or Topic</p> <p>Identify trends, influencers and opportunities for your industry or any general topic.</p>	<p>Influencers</p> <p>Identify how influencers are performing and what they are talking about.</p>
<p>Event</p> <p>Identify who is posting about your event and what they are saying about it.</p>	<p>Other</p> <p>Create a different type of monitor. The possibilities are endless!</p>

- From the Name & Rules tab, enter a name for your monitor type (1) and choose which monitor you would like to set up (2).



Note: We recommend starting with the following basic rules:

- Contains any of these keywords: your brand name, your brand hashtag, AND your industry
- Includes this domain: your website
- Limits posts to this Twitter profile: your Twitter page

- Type keywords, hashtags, and @mentions that match the topic you want to monitor, separated by commas. Monitors crawl all social media posts on the web and only show you the results that meet the defined rules.

Note: We recommend naming your monitor something relative to the data or campaign. You can update the name of your monitor at any time.

6. Adjust the following rules within each Rule Group:
- **Include posts with** versus **Exclude posts with**
 - **Any** versus **All**
 - “All” Rules will require a post to contain every keyword that is in your rule in the same post.
 - **Rule Type**
 - Options include: Words, Character sets, Proximity, Languages, Domains, Networks, Social profiles, Locations, and Map regions.

Note: It’s important to define monitor parameters clearly, otherwise you may receive a large amount of mentions and other data that are not relevant to your goals.

Words is the most common rule type used in creating monitors. Type any keywords, hashtags, @mentions that match the topic you want to monitor, separated by commas. *Do not put quotes around keywords.*

If any keyword in this list matches, the mention will be pulled into the monitor feed. Keywords match a mention only when the whole keyword is found in the mention, partial keyword matches are not supported. In order to perform a partial-word match, use the Characters rule type.

7. Click **And** or **Or** to enter a new rule group.

- Under Monitor Preview, click **Preview** to view sample real-time Twitter posts captured by the current rule set. Identify if the sample mentions match your goals. Expect to adjust your monitors monthly, as your business goals and priorities change, to ensure you're gathering relevant data.

Note: To monitor posts from your brand's Facebook and Instagram page(s), remember to authorize those accounts from the Integrations tab. (Listen > Integrations > Data Collections > +Authorize Account)

- Click **Next**.
- Click **Create Collection**.
- Type in the name of the collection. Then, click **Create**.
- Select the collection you wish to add this monitor to and then click **Next**. This will direct you to build a dashboard.

Create new collection:

Name:

BDP - Uptown|

Create


Cancel

Building Dashboards from a New Monitor


Quickly create a dashboard with charts and graphs to help analyze your monitor's data and gain insights easily. Start with an existing dashboard template or create a blank dashboard to start customizing your own way.

Note: If you are only interested in viewing the mentions, you may proceed without building a dashboard.


- Click **Template**.



TEMPLATE



CUSTOM
DASHBOARD



NO DASHBOARD

2. Under Dashboard Template, select one of the following options:
 - a. Brand Analysis
 - b. Classic Dashboard
 - c. Crisis Management
 - d. Event Management
 - e. Industry Dashboard
 - f. Standard Report
3. Name your dashboard.
4. Choose your privacy settings.

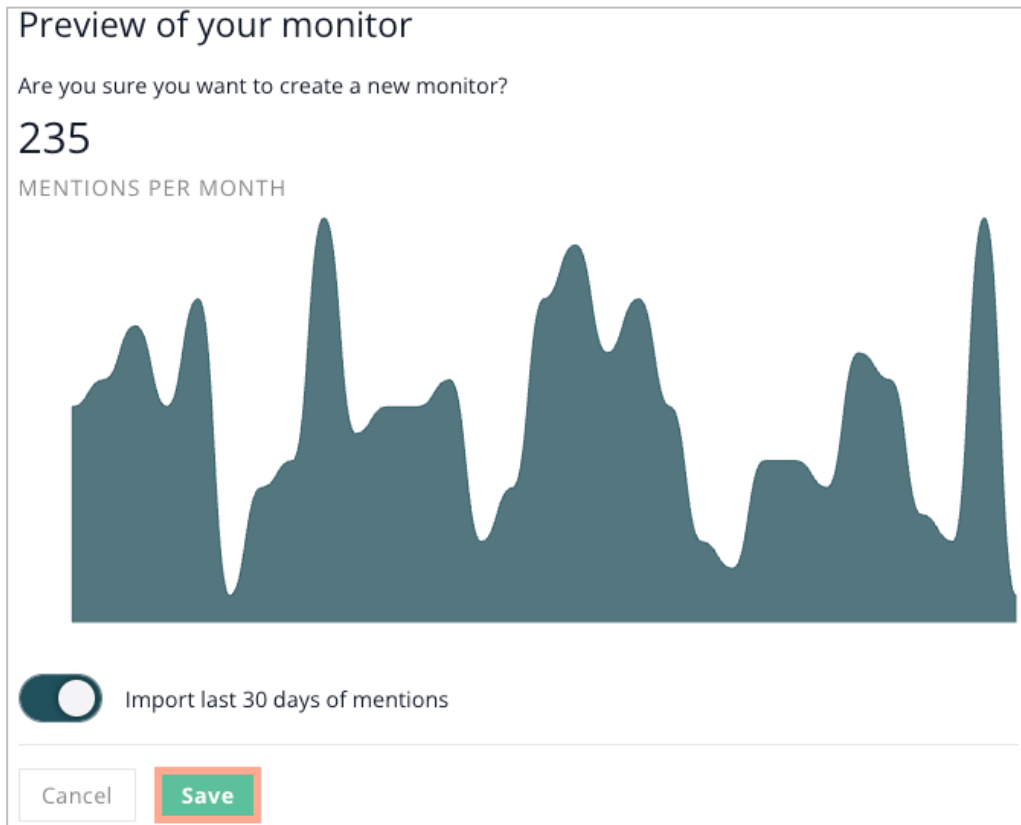
Privacy Settings

Private

Public View Only

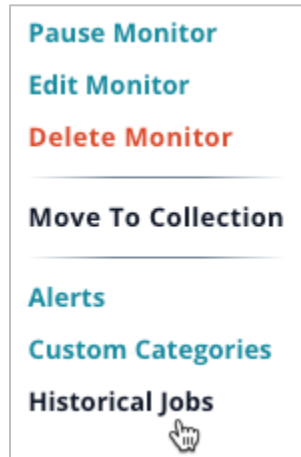
Public Editable by entire department

5. Click **Save** for another preview of your monitor before confirming your new monitor.
6. Click **Save**.



Edit Your Monitor Settings

Once your monitor is set up, you can pause, edit, delete, and adjust as necessary by simply clicking the ellipsis on a specific monitor.



Pause Monitor

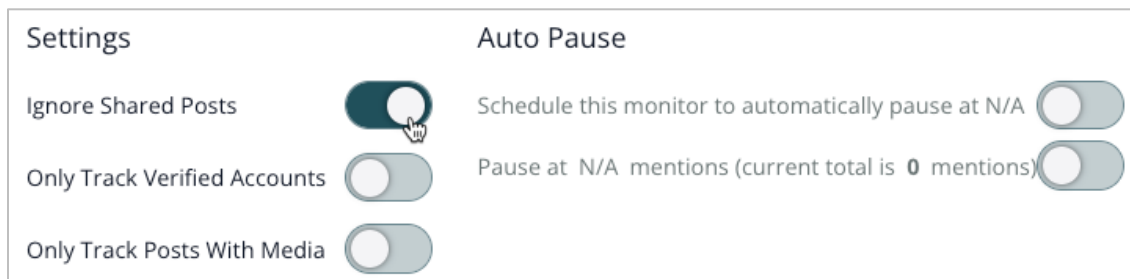
Pausing will stop all data collection for “BDP Grand Canyon”. Associated alerts and scheduled reports will also be paused.

Click **Pause Monitor**.



Edit Monitor

Click the ellipsis on any monitor to edit its settings. Add more Rule Groups, or toggle the Tracking and Auto-Pause Settings as needed:



Settings include:

- **Topic Matching Settings** – Fine tune what information is pulled into each monitor.
 - **Ignore Shared Posts** – Enables the monitor to disregard any re-shares and only pull in original mentions.
 - **Only Track Verified Accounts** – Only track accounts that have the little blue checkmark on Twitter.
 - **Only Track Posts with Media** – Only allow posts with videos, pictures, etc.
 - **Include Comments with Matching Posts** – Pulls in first-level comments (not comments made to original comments) associated with a matching mention pulled into your monitor. Each comment counts as its own separate mention.
- **Auto-Pause** – Set a date or volume threshold to auto-pause the monitor.

Custom Categories

Custom Categories is used to further segment your mentions by words related to a particular category. Any mentions that contain words from your category list (or words related to those in your list) will match.

For example, if you create a category for “Sustainability” and add the words “recycle” and “organic” to the list, your monitor will now pull in mentions of sustainability, recycle, and organic. It may also pull in mentions of “natural” or “environment” because they’re *related* to the words in your list.

Category Name
Sustainability

Representative words
Custom categories are made up of a list of words that relate to or represent the category. Any mentions that contain words from this list, or that contain words *related* to the ones in this list will match.

recycle
organic

Cancel Save

Historical Data

Historical Jobs are the only way to retroactively pull data into monitors.

Note: Historical Jobs only pulls historical data from Twitter.

To pull in historical Twitter data:

1. From the **Listen** tab, click **Monitors**.
2. Click the ellipsis on a monitor.
3. Click **Historical Jobs**.
4. Adjust the date range and click **Request Estimate**.

Note: Up to 1 year of data can be pulled at a time.

5. Click **Request Estimate** to pull in the historical data.

HISTORICAL DATA BACK TO MARCH 2006

Feb 12, 2023 - Mar 13, 2023

Request Estimate

Note: Your account will be billed for the mention amount requested.

After requesting the data, an open request is visible documenting the progress. Depending on the number of mentions, it will take a while to process the request. Once the request is finished, it will show up under completed requests and the data will be accessible in the overview.

Delete Monitor

“Delete Monitor” means the platform will stop collecting new data and all existing data will be removed.

Move to Collection

Move your monitor to a new collection to better organize your data.

Move "My monitor" to collection:

Collection

BDP Grand Canyon

BDP - Uptown

BDP Grand Canyon

Move Monitor

Cancel

Explore Mentions

Your data is only as valuable as the actions you take from it.

Within the **Social Listening** tool, explore different data modules and visualizations to display your insights.

1. From the **Listen** tab, click **Explore**.
2. Drill down your data by using the filters at the top of the page and adjusting the date range and segments.
3. Select the monitor you'd like to use. Select a Segment if applicable.
4. Optionally, add additional monitors.
5. Select a Data Module.

Options include: Demographics, Engagements, Influencers, Language Analysis, Mentions, Reach and Spread, Region, and Trends.

6. Select a Visualization.


Options include: Line, Histogram, Bubble Stream, Radial Line, World Deck, Mention Count, and Mentions Feed.

7. Click Add to Dashboard.

Select Monitor(s)

Select the Monitor and optional Segment you would like to use for this widget.

My monitor ▼

Select Segment ▼ 

Add Another Monitor ▼

Data Module

Mentions ▼

Visualization [Settings](#)

Line ▼

Add to Dashboard

8. Search for and select your dashboard.

9. Click Add.

Add this visualization to the "Reputation Brand '23" dashboard as a new widget.

Cancel **Add**

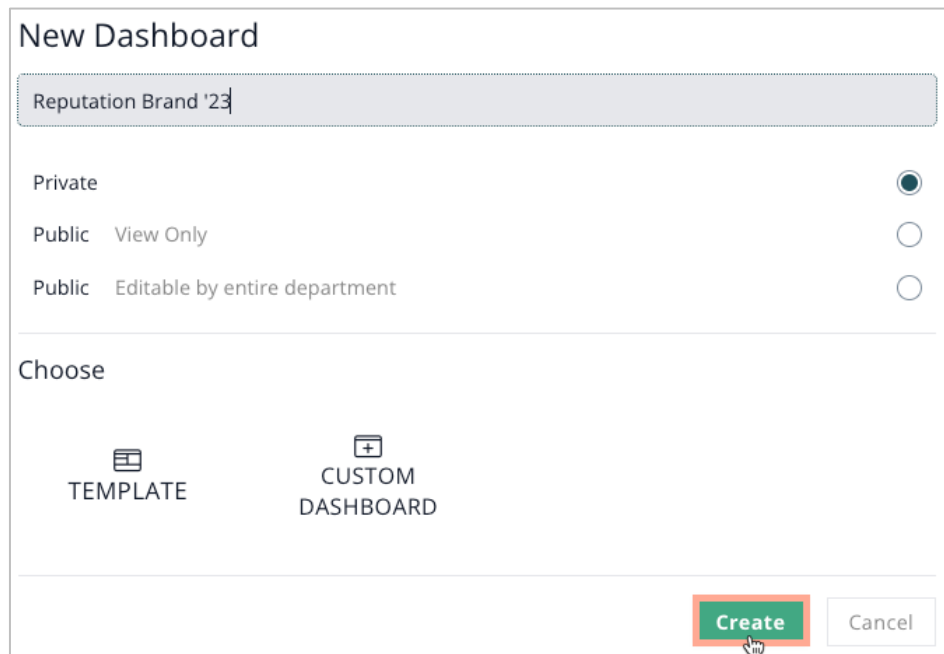
Configure Dashboards

Combine widgets into a custom dashboard that you design, providing a quick view of key monitors. And goals across your organization.

Creating Dashboards

To create dashboards from a template

1. From the **Listen** tab, click **Dashboards**.
2. Click **Create Dashboard**.
3. Give your dashboard a title.
4. Select who can view your dashboard. Options include: Private (only you can view this dashboard), Public (all users have view access), and Public (all users have edit access).
5. Click **Template**.*
6. Select the monitor(s) and segment(s) to include.
7. Select which template to utilize. Options include: Brand Analysis, Classic Dashboard, Crisis Management, Event Management, and Standard Report.
8. Click **Create**.



The screenshot shows a 'New Dashboard' dialog box. At the top, there is a text input field containing 'Reputation Brand '23'. Below this, there are three radio button options for permissions: 'Private' (selected), 'Public View Only', and 'Public Editable by entire department'. Underneath, there is a 'Choose' section with two options: 'TEMPLATE' (represented by a grid icon) and 'CUSTOM DASHBOARD' (represented by a plus icon in a square). At the bottom right, there are two buttons: 'Create' (highlighted with a red box and a mouse cursor) and 'Cancel'.

Premium Paid Services

Put our Premium Paid Services platform experts to work for you.

While we strive to make our platform intuitive and efficient, we understand your time is valuable; resources and bandwidth can be limited. Reputation has a dedicated team of experts ready to help you manage your listings; optimize SEO; and post, publish, and curate your social posts—while also managing your review responses. We can guarantee customer excellence through this suite of value-added services that are fueled by our platform and products. These experts will help you:

- Go Beyond **Accuracy** (Managed Business Listings)
- Maximize the **Appeal** of Your Business Profiles (Google Profile Optimization, formerly known as Managed Services for Google)
- Harness the **Power** of Social Media (Managed Social)
- The Brand That **Cares** the Most, **Wins** (Managed Review Response)



Contact your Account Executive for more information on our Premium Paid Services.

Additional Resources

Check out our full set of user guides to learn more about the Reputation platform.

- [Actions](#)
- [Admin](#)
- [Business Listings](#)
- [Dashboards](#)
- [Customer Journey Insights](#)
- [Experience](#)
- [Inbox](#)
- [Mobile App](#)
- [Rep Connect](#)
- [Reports](#)
- [Reputation Score](#)
- [Requesting](#)
- [Reviews](#)
- [Social Publish](#)
- [Surveys](#)